

# Guidelines for Proper Use of the Environmental Technology Verification Program Name and Logo

## I. INTRODUCTION

The purpose of the Environmental Technology Verification Program (ETV) is to convey objective, third-party data to the environmental marketplace about the performance of new environmental technologies. It is believed that the increased availability of such information will assist decision makers in selecting more effective and economically feasible technologies. Easy identification of technologies that have been tested and verified through ETV will facilitate the use of such data in the marketplace. As such, the Name (Environmental Technology Verification Program) and Logo (see Figure 1) may only be used in accordance with the following guidelines. **Please distribute these guidelines to anyone who will be responsible for preparing materials that will contain the ETV Name or Logo on your behalf.**



Figure 1. ETV Logo Options

**Under no circumstances shall the Name or Logo be used in a manner that would imply EPA endorsement, approval, certification, guarantee, or warrantee of the company, its products, its technologies, or its services.**

ETV oversees the proper use of the ETV Name and Logo. This includes monitoring the use of the Name and Logo in the marketplace and directly contacting those organizations that are using them improperly or without authorization. Consequences to developers/vendors of inaccurately using the Name and/or Logo may include the revocation of the developer's/vendor's verification statement and report.

## II. GENERAL EDUCATIONAL USE OF THE ETV NAME AND LOGO

EPA's ETV Name and Logo may be used for **general educational purposes** by anyone without specific permission from the Agency. The Name and Logo may be displayed when describing ETV, such as in an educational brochure, newsletter, an annual report, or published general news or scientific article that provides details about the program's operation, requirements, or progress. In particular, EPA's ETV verification organizations are free and encouraged to use the Name and Logo in all of their public documents that discuss or publicize the program.

### III. USE OF THE LOGO BY VENDORS OF VERIFIED TECHNOLOGIES

- **Who May Use the ETV Logo?** Vendors of technologies that have completed the verification process may use the ETV Logo to advertise the availability of information verified by ETV and the fact that the product or technology has completed verification under the EPA ETV Program.
- **When May the Logo Be Used?** The Logo may be used only after the vendor has received the completed verification report and statement from the ETV verification organization. [Note: Vendors may state publicly that a specific product/technology is being verified by ETV at any point after its acceptance into the program for verification. However, vendors may not use the ETV Logo until verification is completed and a report and statement have been issued.]
- **Prohibition on Using the Logo on a Product or a Product Label.** Under no circumstances may the ETV Logo be used alone on a product label on any verified technology. See Paragraph V below for additional details.

### IV. USE OF THE LOGO IN PRODUCT/TECHNOLOGY ADVERTISING

Only developers/vendors with products or technologies that have completed verification in the ETV Program may use the ETV Logo in print or electronic advertising, promotional, and sales materials. When doing so, they must comply with the following requirements.

- When preparing print or Web advertisements, brochures, or other outreach documents, the Logo must be placed on or directly adjacent to the verified product/technology name, number, or other identification, so that the reader is clearly made aware of which individual product or technology has been verified.
- The Logo may not be placed along the bottom or side of the advertisement next to other general icons unless every product pictured or listed in the advertisement has been verified under the Environmental Technology Verification Program.
- Press releases that highlight the performance of an ETV verified technology may include the ETV Logo anywhere on the document. No other technologies can be featured in the same article unless these technologies have also completed the ETV verification process. (*See Attachment A*)
- If the Logo is used in a general advertisement for a product line where only certain models have been verified, the developer/vendor should include language that clarifies the situation (e.g., “The Widget Model 35B has been verified by the Environmental Technology Verification Program”) or the developer/vendor may include specific language under each of the verified models (e.g., include a bullet point “Environmental Technology Verification Program verified” in a list of product attributes).

- The ETV Name and Logo cannot be used as part of a product/technology name.
- When using the Logo on the Web, the Logo must be hot-linked to the ETV Web site at [www.epa.gov/etv](http://www.epa.gov/etv). (See Attachment B)
- The only time the Logo may be used by vendors without making reference to a specific verified product or technology is when it is used to inform the public of the purpose of the mark. For example, a developer/vendor may display the Logo in a brochure, manual, or other document along with a statement that reads, “Look for the Logo associated with our Widget Model 35B. This means that the product’s performance was verified under EPA’s Environmental Technology Verification Program.” Under no circumstances may the Name or Logo be used in a manner that would imply EPA endorsement of the company, its products, its services, or the verified product.

## **V. LOGO DISCLAIMER STATEMENT**

When the Logo is used by a vendor or developer in connection with a product or its advertising, it shall always be accompanied by the following statement:

Information on the performance characteristics of [technology name] can be found at [www.epa.gov/etv](http://www.epa.gov/etv), or call [vendor contact] at xxx-yyy-zzzz for a copy of the ETV verification report. Use of the ETV Name or Logo does not imply approval or certification of this product nor does it make any explicit or implied warranties or guarantees as to product performance.

The disclaimer statement must accompany the Logo, but they do not have to appear side-by-side; the phrase may be placed where normal explanatory information is found. For example, if the Logo is placed:

- On print advertisements or posters, the disclaimer statement may be placed with standard trademark and registration information at the bottom of the advertisement where other companies’ products are recognized (e.g., “Product X is a registered trademark of XYZ Corp.); or
- On brochures and manuals, the phrase must appear with the first use of the Logo and/or in the front section with the recognition of trademarks.

The type on the Logo disclaimer statement must be visible – at a minimum, 2.5 point type size. In addition, the disclaimer statement should be translated into languages appropriate for the intended end market of the product.

## **VI. REPRODUCTION OF THE LOGO**

The Logo is available in color and in black and white in several graphic formats: \*.EPS (Encapsulated Postscript), \*.BMP (Bitmap), and \*.tif (tagged image file).

- The Logo may be displayed either as a solid image or an outlined image. It is recommended that the display of the ETV Logo be consistent

throughout a publication.

- The Logo should appear as a crisp, clear, and distinguishable image (i.e., not a second or third generation reproduction).
- The Logo may be resized, but the proportions must be maintained.
- The Logo must not be altered, cut apart, or separated in any way.
- The colors of the two-color Logo must be reproduced faithfully.
- The two-color Logo may be reproduced in black and white.
- A simplified outline or “line art” Logo may be reproduced in the following manner:
  - Black or white on solid colors; or
  - One-color in the color of your choice.

**For additional questions regarding the use of the Logo, contact:**

The applicable ETV Verification Organization, or

Environmental Technology Verification Program  
Office of Research and Development  
513-569-7871 (phone)  
513-569-7680 (fax)

Environmental Technology Verification Program Internet Web Site: [www.epa.gov/etv](http://www.epa.gov/etv)

## ATTACHMENT A

### Appropriate Use of the ETV Logo in Advertisements

This Bacharach brochure page highlights several points on the adequate use of the ETV Logo in advertisements.

- The Logo may be used only after the vendor has received the completed verification report and statement from the ETV verification organization.
- The Logo may not be placed along the bottom or side of the advertisement next to other general icons unless every product pictured or listed in the advertisement has been verified under the Environmental Technology Verification Program.
- The advertisement includes the statement: “The use of the ETV Name or Logo does not imply approval or certification of this product nor does it make any explicit or implied warranties or guarantees as to product performance.”

**Press releases that highlight the performance of an ETV verified technology may include the ETV Logo anywhere on the document.**

## Introducing The ECA 450



It's like no other industrial grade portable combustion efficiency and environmental analyzer on the market today.

The ECA 450 determines the burner efficiency of furnaces, boilers and other industrial combustion equipment, helping plants reduce fuel costs while determining and monitoring pollutant levels. And it does it with the most user-friendly interface currently available. In fact, no other competitive instrument offers as many features or delivers such sophisticated measurements with such ease.

In addition, the ECA 450 is EPA/ETV test verified for NO<sub>x</sub> emissions ensuring more accurate measurements.

So whether you're concerned about combustion efficiency or environmental compliance – or both – the ECA 450 is a simple solution for your sophisticated needs.

Information on the performance characteristics of this technology can be found at [www.epa.gov/etv](http://www.epa.gov/etv) or call Bacharach, Inc. at 1-800-736-4666 for a copy of the ETV verification report. The use of the ETV Name or Logo does not imply approval or certification of this product nor does it make any explicit or implied as to product performance.

1.800.736.4666

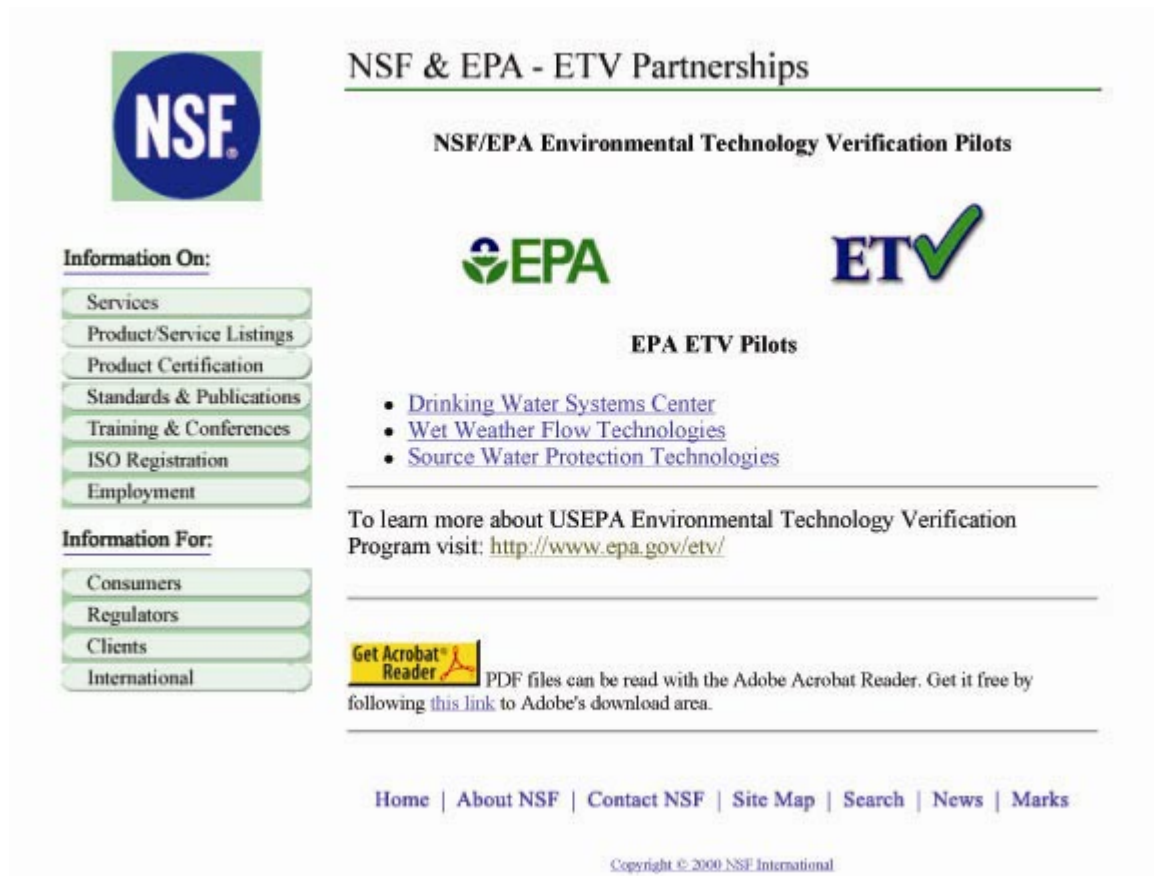
BACHARACH

## ATTACHMENT B

### Appropriate Use of the ETV Logo on the Web

When developers, vendors, or verification organizations prepare ETV advertisements or other information regarding ETV verified products for inclusion on the Web, the Logo must be placed on the Web page in order to identify the ETV Program. In all cases of the use of the Logo on the Web, the Logo should be hot-linked to the EPA ETV Web site at [www.epa.gov/etv](http://www.epa.gov/etv)

As an example, the NSF International Web site incorporates most of the guidelines for appropriate Logo use: [www.nsf.org/etv](http://www.nsf.org/etv)



**NSF & EPA - ETV Partnerships**

**NSF/EPA Environmental Technology Verification Pilots**

**EPA ETV Pilots**

- [Drinking Water Systems Center](#)
- [Wet Weather Flow Technologies](#)
- [Source Water Protection Technologies](#)

To learn more about USEPA Environmental Technology Verification Program visit: <http://www.epa.gov/etv/>

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